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DAILY NEWS JAN 0

Pegler

First at Rheims, Then Germany, and Now to New Brunswick, N. J.

THE Associated Press on Christmas Eve published a big slab of partisan political cheesecake. An AP wirephoto printed in the New Brunswick, N. J., Home News showed a father, mother and seven children, by name Fitzgerald, resident in Campbell, O., enjoying a "Merry Christmas from the White House."

The cutlines read: "Deeply troubled because her unemployed Daddy would not be able to provide much Christmas cheer, 12-year-old Laura Lee Fitzgerald wrote Mrs. Mamie Eisenhower about a week ago. On Wednesday an Army lieutenant colonel delivered the answer to her letter—a bulging box with toys for six boys and Laura Lee."

So the great, big, boyish, vacation-loving President took time out from his trouting and golfing to dispatch an Army officer on salary paid by the taxpayers to deliver the toys.

I venture that this resort to mawkishness on a holy occasion was intended to ingratiate Ike with whomsoever could be fetched and to aggrandize his friend, Louis Marx, already a man of mysterious prestige.

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THE scene contrived by the publicity people emphasized the name of one of Ike's personal friends, stencilled in heavy letters on that "box bulging with toys." The legend advertised free:

"Louis Marx and Co., Inc., 200 Fifth Ave., New York."

Mr. Marx manufactures and sells toys. His free publicity in syndicated "Broadway" and "Hollywood" columns never gives any corporate particulars.

During the war, Marx was a civilian guest at Ike's grand military headquarters, first at Rheims and later in conquered Germany. Germany was a great producer of ingenious toys. Soon before Ike was nominated, the Taft side put two and two together and added them up to a suspicion.

Therefore, Marx arranged an audit to indicate that he had not availed himself of any chance to pick up any designs, ideas or secrets from the German toy industry. Advised of this by one of Ike's master generals, I cabled Mr. Marx, who was then in London, but got silence for an answer.

* * *

I FIRST became conscious of Marx on a tip that Gen. Ridgway, en route from Korea to Europe, was a guest in Mark's luxurious suite in the Waldorf, with Mrs. Ridgway, their child, and a servant.

This startled me less than the alarm which I provoked in the Central Intelligence Administration by asking what went on, anyway. Lieut. Gen. Walter Bedell Smith was then chief of the CIA. I later was informed that he and Marx were in-laws of some degree.

Informants have since told me that Mr. Marx likes to "collect" American generals and that he had even formed a corporation and given five of them, including Ike and Smith, a chance to buy stock which had increased ten-fold.

As the publicity increased, I observed that Ike, Marshall, Bradley, Smith and Rosey O'Donnell had been his house-guests and that he had named his own sons after them in descending rank until he ran out of sons. I believe O'Donnell is high on the waiting list.

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